

FINDS THE FRANKLIN HAS OVERSIZE TIRES

U. S. Board Learns This Is Only Car Exceeding Tire Makers' Demands.

Only recently it has come to official notice how great waste in tires is due to using equipment of too small dimensions. When the Commercial Economy Board at Washington was presented with a comparison between the tire equipments actually carried by twenty-one of the leading makes of automobiles and the equipments recommended by the tire manufacturers, based on the weight of the car with load, the astonishing fact was revealed that only seven of the cars listed are equipped with tires as large as called for by the tire companies.

Now a Universal Question. The new regulation sanctioned by the Government greatly reduces the number of tires so that this question of proper equipment must again be taken up by all motor car manufacturers. It has developed from the tabulation of the nearest new sizes for this same list of automobiles that only one more car, of a total of eight, will be equipped with tires as large as recommended by the tire companies.

It is interesting on this condition, Glenn A. Tisdale, New York distributor for the Franklin Automobile Company, pointed out that the Franklin car was the only one in the list that exceeded the tire size prescribed by the tire manufacturers. Mr. Tisdale said that the Franklin company has always done its own figuring on tire equipment, basing its requirements on the same engineering principles on which the strength and wearing qualities of any other part of the car are based.

The Unsprung Parts' Weight. The Franklin company is constantly conducting experiments on different sizes and different types of tires in order to get informed as to just the right combination to render maximum mileage. It is a Franklin principle which is becoming recognized more and more by other car makers that tire mileage is governed greatly not only by the total weight of the car but also by the weight of the unsprung parts which bear directly on the tires. The point of design is largely responsible for the ample tire equipment which has always been found on Franklin cars. Just those elements that make a car easy riding also make it easy on tires, it should be remembered.

ROAMER

"America's Smartest Car"

A CAR BUILT on foreign lines—that has character and individuality—a car for those who desire something distinctive and classy—a car that has reached a point of perfection through the untiring efforts of its manufacturers to perfect every detail.

You can incorporate your own color scheme in a Roamer, for we will paint and upholster without extra charge.

Town Cars, Limousines, Coupes, Cabriolets, Sedans, Touring Cars and Roadsters, for IMMEDIATE DELIVERY

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A Great Warship and a Great Automobile Both Driven Electrically

Demonstration by Appointment. Phone 898 Circle. Owen Magnetic Motor Sales Corp., Broadway at 57th St.

Twenty-one Tons of Logs on Mack Semi-Trailer



This picture shows 6,000 feet of spruce timber carried on a Mack "AC" tractor and semi-trailer owned by the White River Spruce Company of Enumclaw, Wash.

NEW VICE-PRESIDENTS.

Republic Tire Sales Director and Engineer Advanced.

The growing importance of the Republic Rubber Corporation in the tire-making industry under the direction of Guy E. Norwood, president, is evidenced by the announcement of Mr. Norwood that Harvey J. Woodard and Mark W. Roe have been advanced and made vice-presidents.

Mr. Woodard became vice-president in charge of sales and Mr. Roe, vice-president in charge of plant.

Both Mr. Woodard and Mr. Roe are credited with a large part in the advance which the company has made in the last eighteen months.

4 CHANDLER CARS IN GARDEN EXHIBIT

Supplementary Show to Be Held in Headquarters at 1886 Broadway.

The Brady-Murray Motors Corporation, distributor of the Chandler car, has just announced details of its exhibit in the passenger car section of the nineteenth New York automobile show, which is to be held from February 1 to February 8 in the Madison Square Garden and the Sixty-ninth Regiment Armory.

The corporation plans to exhibit four Chandler cars, the seven passenger touring car, seven passenger convertible sedan, four passenger coupe and four passenger despatch car. Its booth is No. 3 in the Garden.

DRIVES BETHEHEM TRUCK.

Movie Actress Lends a Hand in War Work Campaign.

SAN FRANCISCO, Jan. 4.—Some of the most interesting work in San Francisco during the United War Work Campaign, November 11 to 18 was accomplished by a corps of young ladies who used a two and a half ton Bethlehem motor truck as a novel lecture platform and centre of attraction.

Miss Muri Mero, who just returned from France, where she saw actual war duty driving an ambulance for the American Red Cross, drove a large Bethlehem truck during the entire war drive, covering practically every active centre in San Francisco and collecting thousands of dollars. Miss Mero related her experiences to San Franciscoans and was always sure of a responsive audience.

EXHIBITORS AT COMING SHOW.

Complete List to Date of Cars and Trucks.

The exhibitors for the nineteenth annual New York Automobile show in the Sixty-ninth Regiment Armory and Madison Square Garden will be as follows, the figures showing the space allotted:

- Passenger car exhibits, February 1-8: Auburn, 29; Baker, 30; Oakland, 22; Chandler, 3; Buick, 13; Chalmers, 13-14; Dodge, 23; Crow, 74; Oldsmobile, 19; Cunningham, 79-81; Davis, 80; Cadillac, 3; Dorr, 32; Elgin, 10; Cole, 27; Roamer, 37-39; Franklin, 84; Velle, 21; Buick, 80, 82; Pierce-Arrow, 20; Haynes, 3; Hudson, 500; Hupp, 54; Nash, 15-22; Premier, 33; King, 77-78; Lexington, 52-53; Locomobile, 18; Jordan, 3-7; 12; McParlan, 51; Empire, 3-12; Marmion, 16; Maxwell, 4; Moon, 6; Mitchell, 10; Owen Magnetic, 48; Liberty, 49; Packard, 14; Paige, 65-66; Stutz, 21; National, 12; Scripps-Booth, 28; Daniels, 11; Roe, 25-26; Saxon, 73; Kissel-Kar, 61; Apperson, 15-22; Phinney, 12-16; Phinney, 12-16; Stutz, 21; Standard, 58; Peerless, 2; Westcott, 59; Mercer, 32; Willys-Overland, 50; Willys-Knight, 59; Winton, 17; Commercial Star exhibits, February 10-12: (Vehicular) T-2; Autocar, M-8; Dodge Bros., M-6; Day-Elder, M-6; Acme, V-2; Corbett, T-8; Gamble-Loom, F-1; Master, M-5; Denby, C-2; Diamond-T, S-4; Economy, 460-3; Starford, S-4; Velle & Atlas, M-3; Bethlehem & Graham, A-1; Truxton, C-2; Stewart, T-3; Polson, V-1; Hurlbert, R-6; Saxon, Equip. Truck, V-3; Nash, R-5; Kelly-Springfield, R-2; Sanford, 401-5; Hall, B-2; Baker, M-1; Maxwell, R-3; Monomotee, T-2; Giant, H-3; Filton, D-1; Lyster-Trailer, C-1; Packard, M-2; Paige, T-4; Macor, S-2; United States, M-4; Rainer, S-7; Columbia, H-1; Roe, G-1; Schacht, S-2; Shaw Taxi, H-3; Giant, H-2; Federal, K-1; Sterling, T-1; Sullivan, R-7; Wilcox, S-5; Signal, R-1; Troy Trailer, 460-10; Republic, R-4; Ward La France, T-7; Oneda, E-1; Overland, M-7; Traffic, —; Tower, —; All American, —; Commercial Car unit, —.

Locking Screws. It is possible to lock screws in the magnets or generator in any location where they are sunk into soft metal by forcing out a small jag of metal from the screws. This is done by the use of a special tool which forces its way into the softer metal and prevents the screw from turning.

AUTOMOTIVE MEN WILL HEAR EXPERTS

Leading Automobile Engineers to Speak at Convention Here During Show.

More than 500 tickets already have been taken for the Victory Dinner of the Society of Automotive Engineers to be given in the Hotel Astor February 6. It is expected that the number of S. A. E. members in attendance, together with their guests, will amount to 2,000.

This social gathering of the automotive engineers will, aside from S. A. E. midnight whirl party atop the Century Theatre, mark the conclusion of the most promising annual meeting held by the men who developed the American motor car and motor truck and are responsible largely for the progress made in aeronautics, motor boats, farm tractors and semi-portable farm units.

Four technical sessions will be held on February 5 and 6, the Standards Committee making its final recommendations to the society for the current half year on February 4.

Fuel and Its Changes. Changing fuel conditions will necessitate some radical modification of engines and of the mechanical structures on which they are based. It will be pointed out. Better thermal efficiency must be had.

President Charles F. Kettering will tell of the results of his investigation of more efficient utilization of fuel. Several Government experts will speak. The effect of aeronautic engineering practices on motor car design and construction will be discussed comprehensively by H. M. Crane of the Simplex Motor Car Company, Howard Marmon of Nordyke & Marmon and G. E. Hunt of the Packard Motor Car Company.

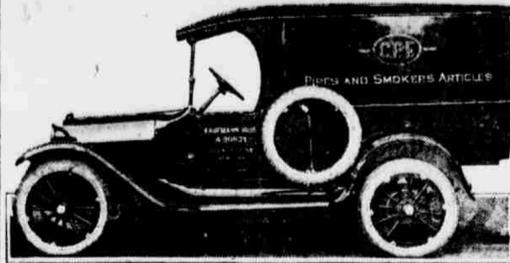
D. McCall White of the Cadillac Motor Car Company will talk on the high efficiency automobile engine. Thermodynamic cycles of the future will be treated by Sidney A. Reeve.

A. Ludlow Clayton will open a discussion on the need for lighter and more efficient cars.

In connection with motor truck engineering John G. Ute will give historical notes on military truck standardization and Major A. B. Browne is scheduled tentatively to outline some lessons in truck design developed by the war.

Paekard Expert to Speak. Live topics involved in the design and use of tractors of the farm, industrial and

Dodge Business Cars Popular



The record that Dodge Bros. business cars have made everywhere for low operating cost, freedom from repair and ample haulage capacity is so notable that New York individuals and corporations have not the slightest hesitation in adopting them for their light delivery needs.

They say, furthermore, that these cars are so efficient and dependable and economical to run that they constitute real assets to their business. This attitude is the secret of why Dodge Bros. business cars have had such a remarkable sales growth here in New York.

The above photograph shows a standard panel business car which was purchased from the Colt-Stratton Company by Kaufman Bros. & Bondy, New York tobacconists.

COLE AERO EIGHT IMPROVED. Power Range Is Now From 2 to 70 Miles an Hour.

Looking forward to the automobile shows brings to mind the sensation created last year when the Cole Aero-Eight was displayed for the first time. The Cole Motor Company frankly admits that these new cars were so entirely new in conception that it was interesting to see how they would be received by the public.

Their minds were soon set at rest on this score, however, for soon the display of the Cole was the centre of attraction and these new creative cars became the topic of universal discussion.

Since that time motorists agree that they have been responsible for a new school of design. Taking for their type the sharp aerolines closely resembling the fuselage of the large battle type of airplane, they have set a new pace in body design. Even though the present chassis had been carefully perfected over a period of four years prior to the time the Aero-Eight was first shown, this company had used the war period, during which production was reduced to intensively perfect every mechanical part still further.

The result of all this engineering research has been to give the Aero-Eight a power range from two to seventy miles per hour on high gear. This is coupled with remarkable economy of performance, as long tests have shown that the average car gives fourteen miles to the gallon of gasoline.

BROOKLYN'S DOUBLE SHOW. Will Be Held March 29 to April 12 in 2nd Regiment Armory.

Brooklyn automobile dealers already are making preparations for the annual motor vehicle show which, as in previous years, will be held in the Twenty-third Regiment Armory on Bedford avenue.

Again the Brooklyn exposition will be in two sections. The first, devoted to passenger cars, will be held from March 29 to April 5, while from April 8 until April 12 commercial vehicles will occupy the commodious armory building.

Arthur Randall has been elected chairman of the show committee of the Brooklyn Motor Vehicle Dealers Association, under whose auspices these annual motor events are held in Brooklyn.

TIRE CHAINS ONLY ANTI-SKID AIDS

Alone Can Really Prevent 90 Per Cent. of Motor Car Accidents.

Skidding is the greatest danger that besets the motorist. It comes without warning, turns pleasure into peril and takes enormous toll in human lives and wrecked cars.

Statistics prove that fully 90 per cent. of motor car accidents and fatalities are due, directly or indirectly, to skidding. When a car starts to go it usually is a "kicker." There is no time to wait or hesitate. There is no chance to adjust differences between the car and the slippery street. The only thing to do is to surmount the inevitable.

Life can be lost but once—frightful injuries may happen frequently. You cannot afford to deny yourself, your family or others the luxury of physical existence. You cannot afford to coast calamity. Then why drive a car unequipped to conquer the hazards of slippery streets and roads?

Best Brakes Helpless. You would consider it foolhardy to drive a car with faulty brakes. Yet the best brakes cannot prevent skidding. There must be over and secure traction action—not merely brake action. Brakes can only control the rotary motion of the wheels. They cannot stop the side glide of rubber tires.

Rubber edges. Rubber will agree to anything the road has to offer. It is the weaker element. It slides on wet pavements like a cake of soap rubbed on the moistened hands. Rubber lacks the life and tang on ability to prevent skidding.

Nothing has ever been invented in the way of anti-skid devices to equal tire chains, and it doesn't require the gift of second sight to see why this is true.

Wheels equipped with chains automatically lay their own traction surface. Friction is effected without affecting the tires. They strike the ground squarely—hold and release instantly. They fight for stem control, always gain their ground, prevent side skid and drive slip.

Suppose two rows of pebbles were strewn directly in front of the wheels of your car. They would form a gripping surface, yet the traction efficiency could not be better than that afforded by tire chains. They are the only anti-skid device that has proved that it cannot be improved.

Chains Only Safe Measure. Anti-skid chains make the best of bad going wherever you go. You may be lulled into a false sense of security by the good behavior of your car on dry, paved streets. But what about the country runs? To motor on icy or muddy roads without tire chains is like walking a tightrope in mid-air.

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Would You Wait Three Months for a Super-Six?

An Early Shortage Seems Certain

Thousands have waited months for Hudsons. Others will have to if they want an open model and do not make their choice now.

Normal factory conditions cannot be resumed much before June. Present production is being concentrated on closed cars, for which there is an immediate demand.

No open car models will be turned out for several months. The dealers—or some dealers to be exact, for all are not in the position—have a few open car models. They are all they have to meet the early Spring requirements.

When they are gone you must wait until the factory can get back to normal open car production schedule.

Such is the recognition the motor-buying public has given the Super-Six.

What car has received a finer endorsement for endurance and value? It holds all

worth-while records for stock cars in speed, acceleration, hill climbing, and reliability.

You can get a seven-passenger phaeton model for \$2,200, now. Premiums have been paid for prompt delivery of Super-Sixes.

Think of the demand there will be for the few open models now in stock throughout the country when the Spring buying season opens and people realize it will be June before full normal production can be resumed.

Our stock can not last more than a few days then.

The White Triangle Identifies 60,000 Super-Sixes

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